



Qbra  
Per 213



### PUBLISHER'S NOTE

Besides writing the magazine, the editors write a lot of letters. One department alone, the Editorial Service Department, answered thousands of inquiries last year, about half by mail, half by phone. No one is quite sure what it proves (the editors' perspicacity or the readers' curiosity or what), but the volume of inquiries increased more in 1962 than in any previous year—by about 20 per cent and almost all by mail.

The burden of handling all these questions and requests is carried in the experienced hands of Mrs. Henry Ottmann and her associates, Anna Wong and Donald Peterson. Mrs. Ottmann has been with FORUM for 22 years.

In addition to corresponding with readers, Mrs. Ottmann and her associates keep the editorial



WALTER DAIAN

files in order, maintain the picture "morgue," and type all the editorial copy. They are also responsible for returning all material submitted to the editors for publication, a task which sometimes requires the assistance of TIME Inc.'s staff of husky porters. For example, one recent package was a crated building model—so big it had to be moved to and from the editors' nineteenth-floor offices not in an elevator but on top of it!

Most inquiries seek information about the design of various kinds of buildings, or ask when the editors published this article or that,

or request tear sheets of FORUM articles. The favorite subject still seems to be Frank Lloyd Wright, even though the great architect died three years ago. Thus, a modest announcement in the advertising pages of the April issue last year, concerning the availability of copies of a 1959 article on FLLW's work, drew 1,184 requests for 1,884 copies. Filling these orders quickly exhausted the supply—as well as Mrs. Ottmann's staff, who had to keep track of more than 1,000 fifty-cent pieces which accompanied the orders.

As for more current topics, the most popular were the editors' articles about the 100 biggest architects, contractors, and clients, for which there were reader requests for 551 extra copies. (The first 1963 installment of this annual editorial series appears on page 110.) Other subjects which particularly interested readers: concrete technology, office interiors, church architecture, the work of the late Eero Saarinen, urban renewal, and laboratory buildings. The publisher's office handles editorial reprints which are produced on order and at cost. It turned out more than 75,000 last year, including 16,000 reprints of the article on concrete (Sept. '62) and 10,000 of the article on hospital design (Oct. '62).

One quarter of Mrs. Ottmann's inquiries come from architects, another quarter from building product manufacturers, the balance in about equal parts from building owners, real estate companies, and planning agencies. A few come from high-school students who want to know "all about the building industry" in one easy lesson.

Any questions? Ask Mrs. Ottmann.—J. C. H. JR.

### APARTMENT BUILDING

- A continuing but spotty boom breeds a new selectivity* 82
- Butterfield House: New York co-op packs them in with grace* 86
- Portfolio: Five ways to make apartments into architecture* 90
- Horizon House: rugged split level on the Hudson* 96
- Maintenance: how to make apartments people-proof* 100
- Samuel J. Lefrak: manufacturer of middle-income housing* 102

### OFFICE INTERIORS: NEW ART OF BANKING

- Manhattan's Bankers Trust embraces the visual arts* 106

### 100 BIGGEST ARCHITECTS

- FORUM'S latest survey shows 1963 a record year for them* 110

### THE NEW SAARINEN OFFICE

- The atmosphere—and the output—of a busy firm* 113

### THREE SMALL OFFICE BUILDINGS

- California cantilever, Seattle sample, Texas texture* 120

### TECHNOLOGY: METAL PREFABS COME OF AGE

- The industry attempts to add the ingredient of design* 124

### GALLERY: ALEXANDER LIBERMAN

- Beauty and precision in aluminum sculpture* 128

### REBUILDING

- Apartment lobby . . . airline ticket office . . . downtown motel* 132

Cover: Detail of fire stair, Horizon House; photograph by George Zimbel (see page 96).

- 5 NEWS 19 Editorial, subscription, and advertising data.
- 17 LETTERS 194 Advertising index.
- 49 PROJECTS ARCHITECTURAL FORUM, April 1963. Vol. 118, No. 4. Published monthly by TIME INC., 540 N. Michigan Ave., Chicago 11, Ill.
- 56 PRODUCTS SUBSCRIPTIONS: U.S., U.S. Possessions and Canada, one year \$7; elsewhere, one year \$12. Single copies, if available, \$1. Address all subscriptions and correspondence concerning them to ARCHITECTURAL FORUM, 540 N. Michigan Ave., Chicago 11, Ill. Second-class postage paid at New York, N.Y., and at additional mailing offices.
- 67 FURNISHINGS This issue is published in national and separate editions. Additional pages of separate editions are noted or allowed for as follows: western edition W1-W4.
- 81 EDITORIAL Member, Audit Bureau of Circulations and Associated Business Publications. © 1963 Time Inc. All rights reserved.
- 136 EDITOR'S NOTE
- 167 BOOKS